

The Holmes Report Africa Consultancy of the Year

Following an extensive judging process involving hundreds of submissions from the best public relations and strategic communications firms across Europe, the Middle East and Africa, five African PR agencies are in the running for Africa PR Agency of the Year: Epic MSLGROUP, Atmosphere, Burson-Marsteller, Djembe Communications and Magna Carta.



Elian Wiener

The awards will be presented as part of the EMEA SABRE ceremony in Berlin, Germany, on Wednesday, 25 May 2016.

According to Elian Wiener, CEO of Epic MSLGROUP (which won Africa PR Agency of the Year in 2014) and is himself a recipient of the 2015 Holmes Report 'Innovator Award', the nomination recognises the leading communication and PR agencies in Africa.

"We are honoured to be considered once again for this award. This award is a tribute to the work that we do in building and helping to safeguard the reputations of our clients' brands."

Commenting on the criteria for reaching such lofty heights on the continent, Wiener said: "The key to success lies in being completely passionate about your ideas. Our stated vision is to make Epic MSLGROUP the most admired integrated communications agency in Africa. This nomination signifies that we are well on track to achieving this goal. It also tells us that our agency's strategic, creative approach and unrelenting focus on delivering tangible business results for our global and local clients is on a par with the very best in Africa and the world."